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Giang Hương Phạm

is a multidisciplinary designer with experiences in fast-paced fashion design environments, specializing in design conceptualization and garment construction. Skilled in media and community engagement, they have a deep passion for textiles study in ancestral pratices, specifically within their Vietnamese origin.

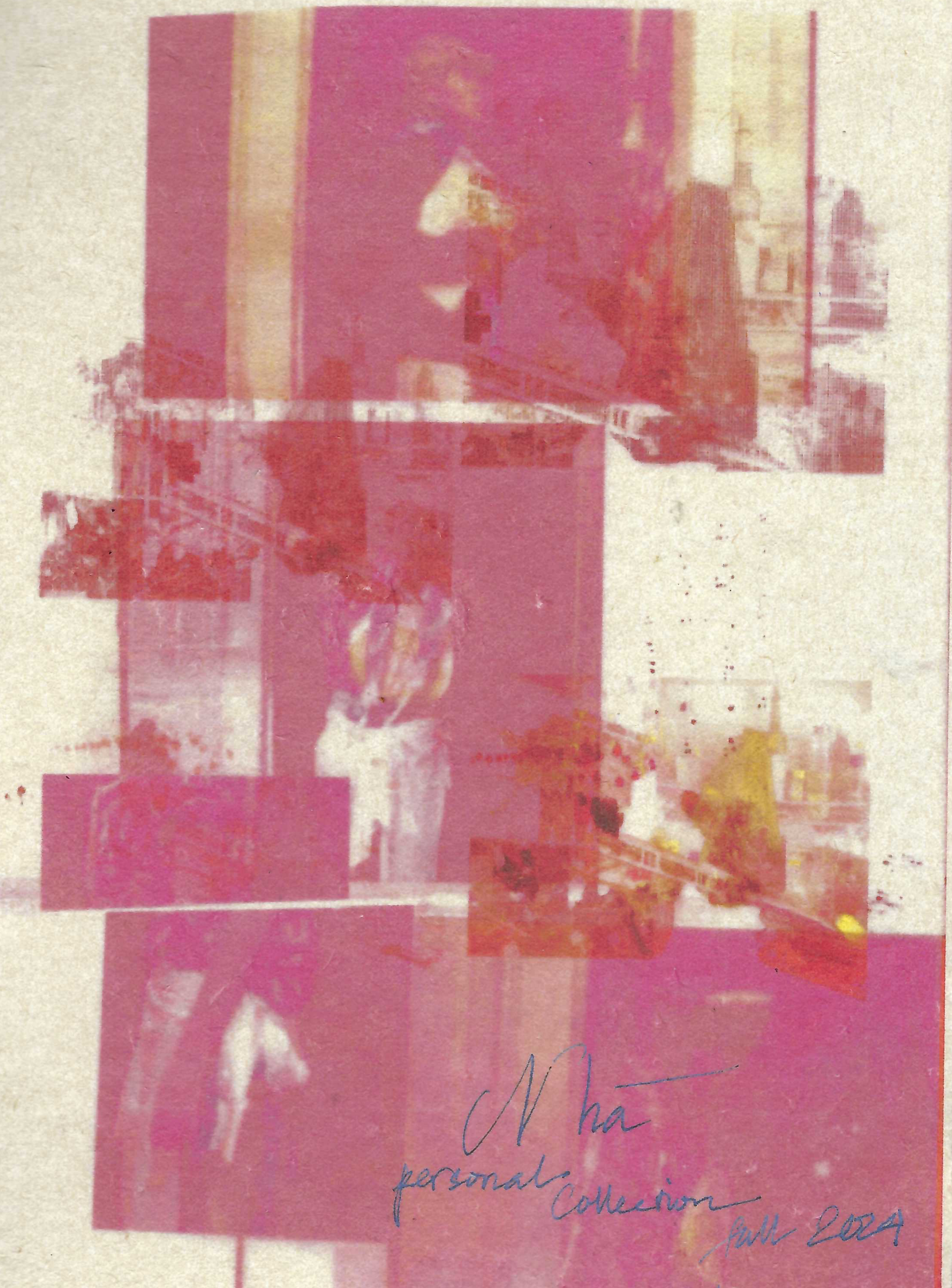
With a deep interest in sustainable textile and understanding pre-industrialized clothing, they thrive in an environment that promotes deep learning and community-focused RE-exploration of textile

Borned on 27 July, 2003
Same birth date as their mother

A child from the city of Saigon, Vietnam

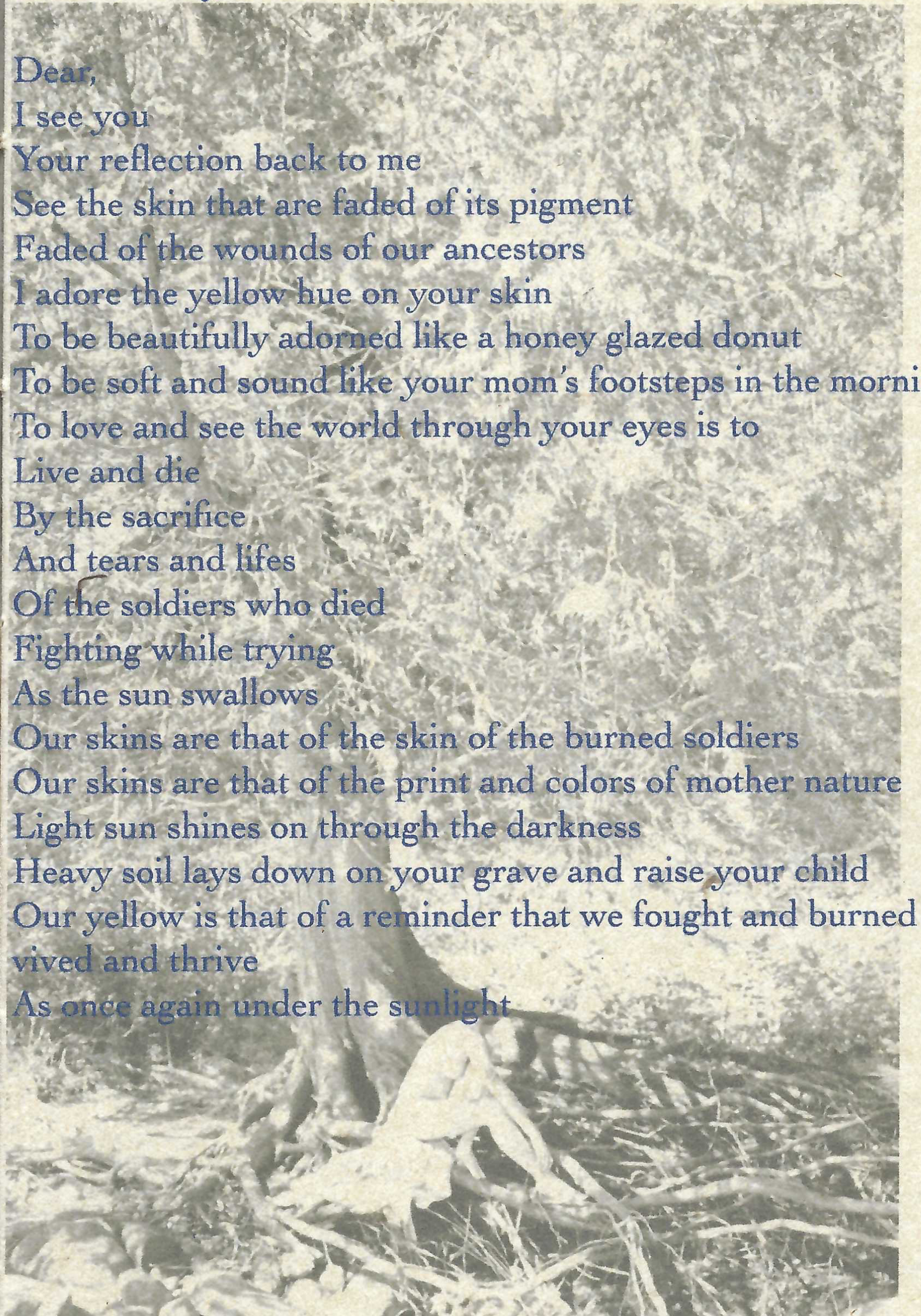
Now based in Montreal, Quebec

Cold weather makes them yearn to
create like
it was a hot humid day

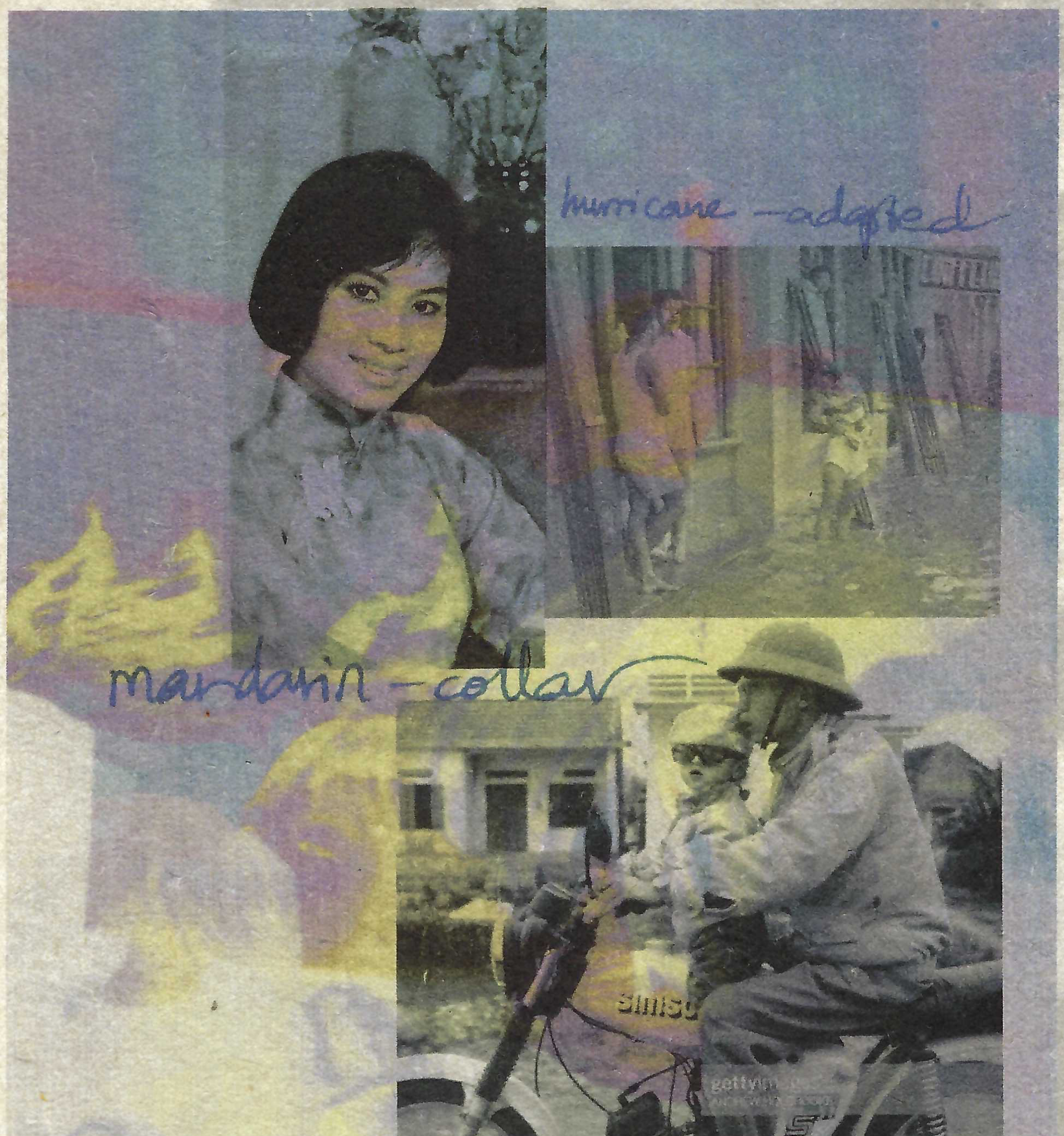


Nha
personal Collection
fall 2024

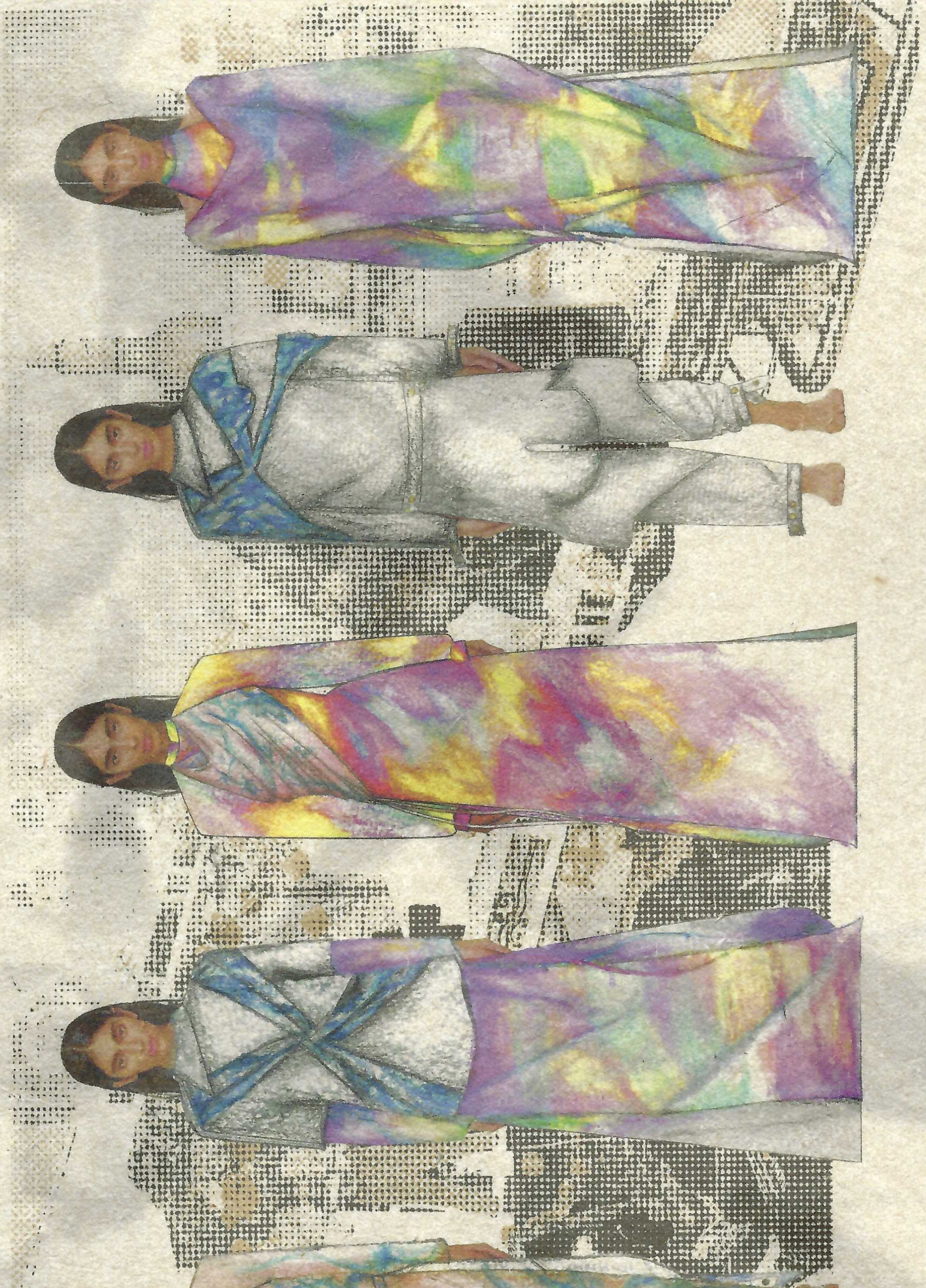
~~untitled. May/2022~~

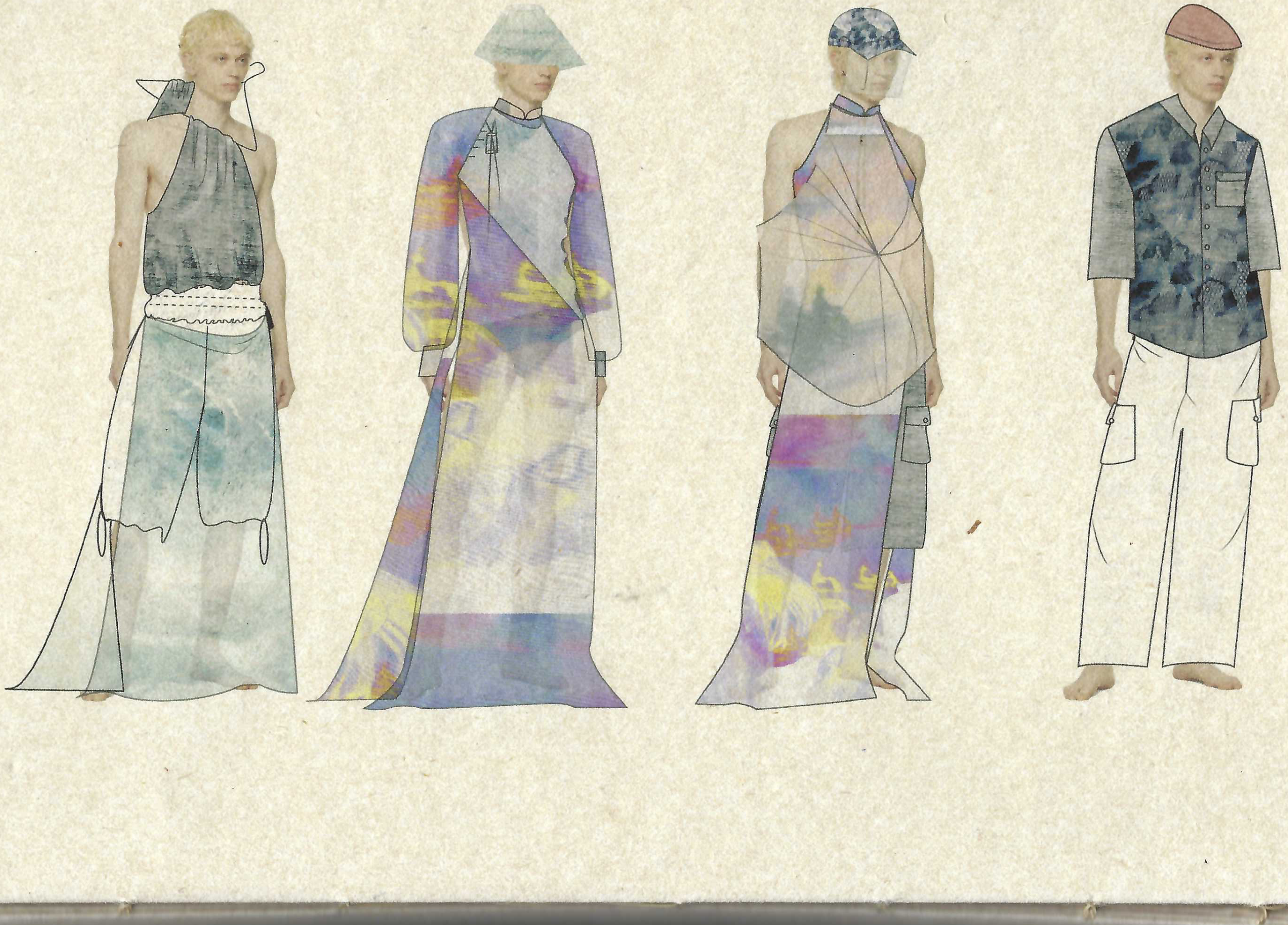


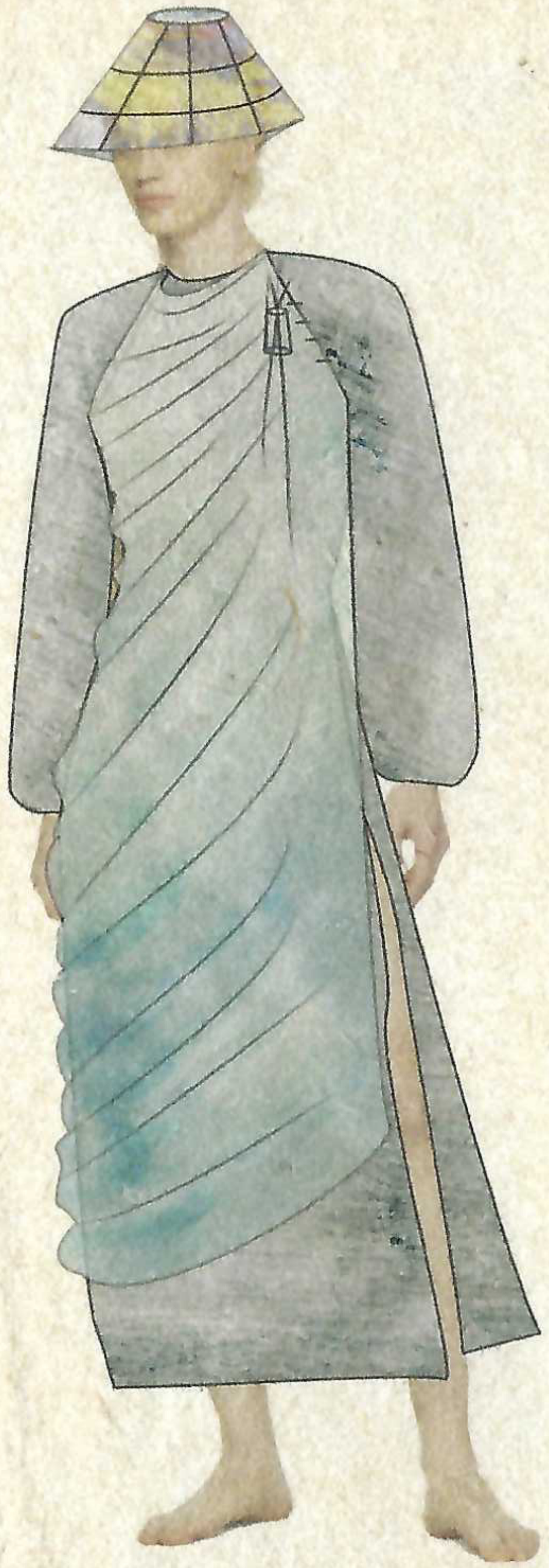
Dear,
I see you
Your reflection back to me
See the skin that are faded of its pigment
Faded of the wounds of our ancestors
I adore the yellow hue on your skin
To be beautifully adorned like a honey glazed donut
To be soft and sound like your mom's footsteps in the morning dew
To love and see the world through your eyes is to
Live and die
By the sacrifice
And tears and lifes
Of the soldiers who died
Fighting while trying
As the sun swallows
Our skins are that of the skin of the burned soldiers
Our skins are that of the print and colors of mother nature
Light sun shines on through the darkness
Heavy soil lays down on your grave and raise your child
Our yellow is that of a reminder that we fought and burned and we survived and thrive
As once again under the sunlight

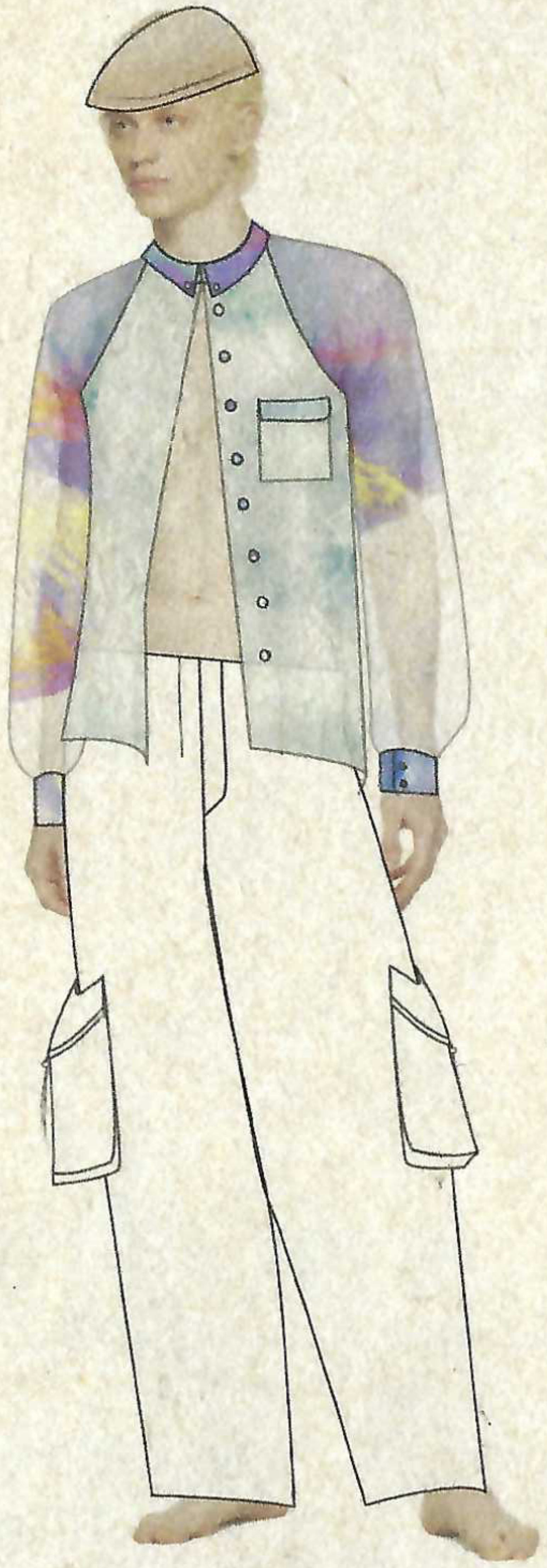

hurricane-adapted
mandarin-collar
mid-waist proportion

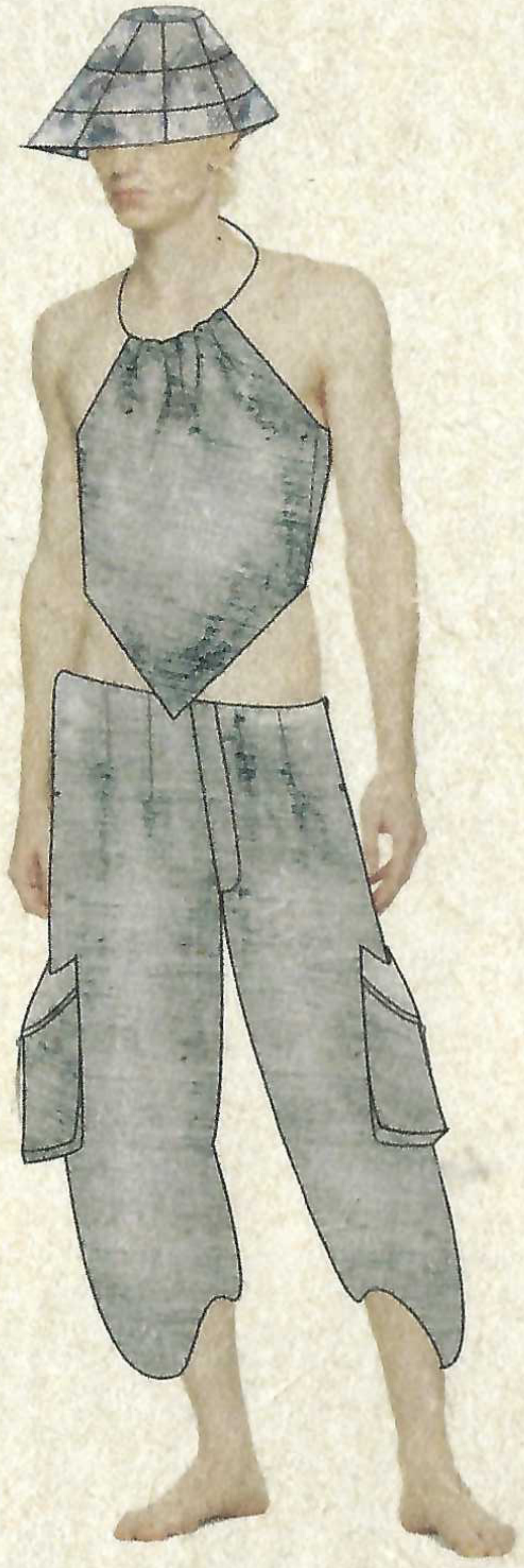
Inspiration Board

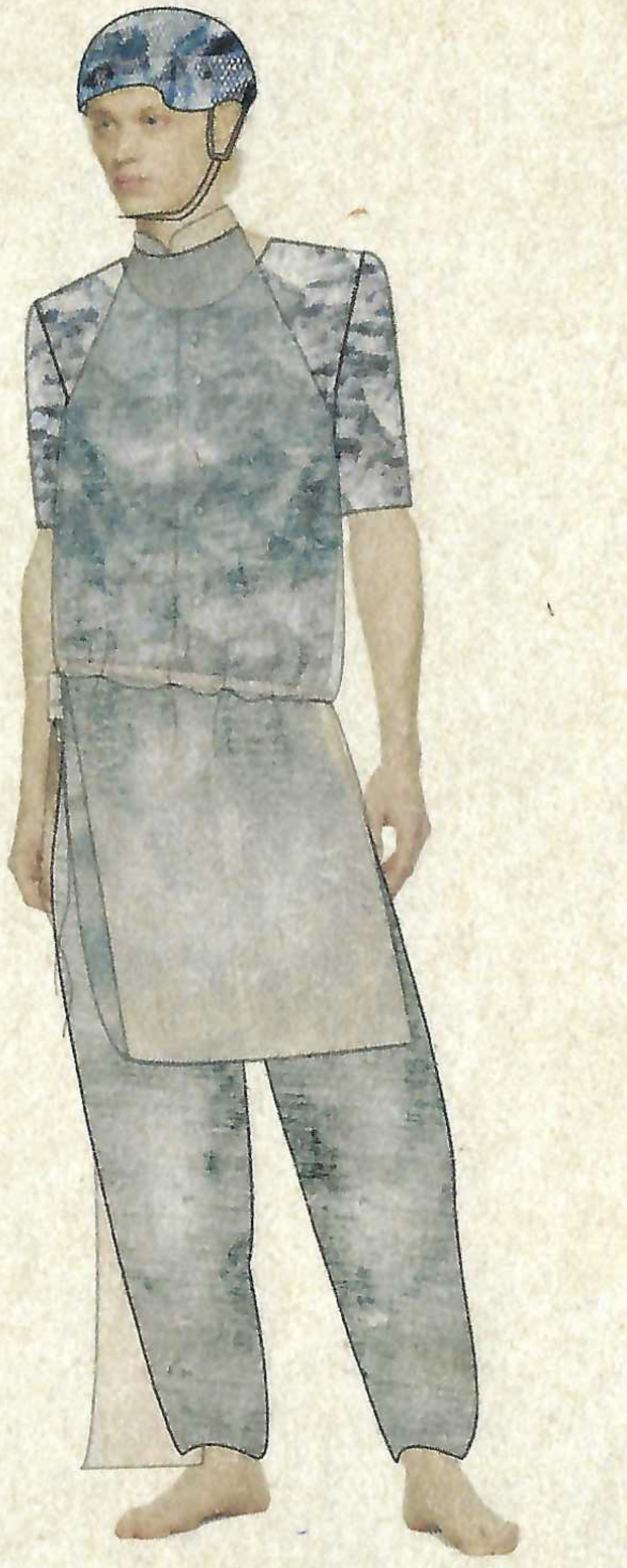


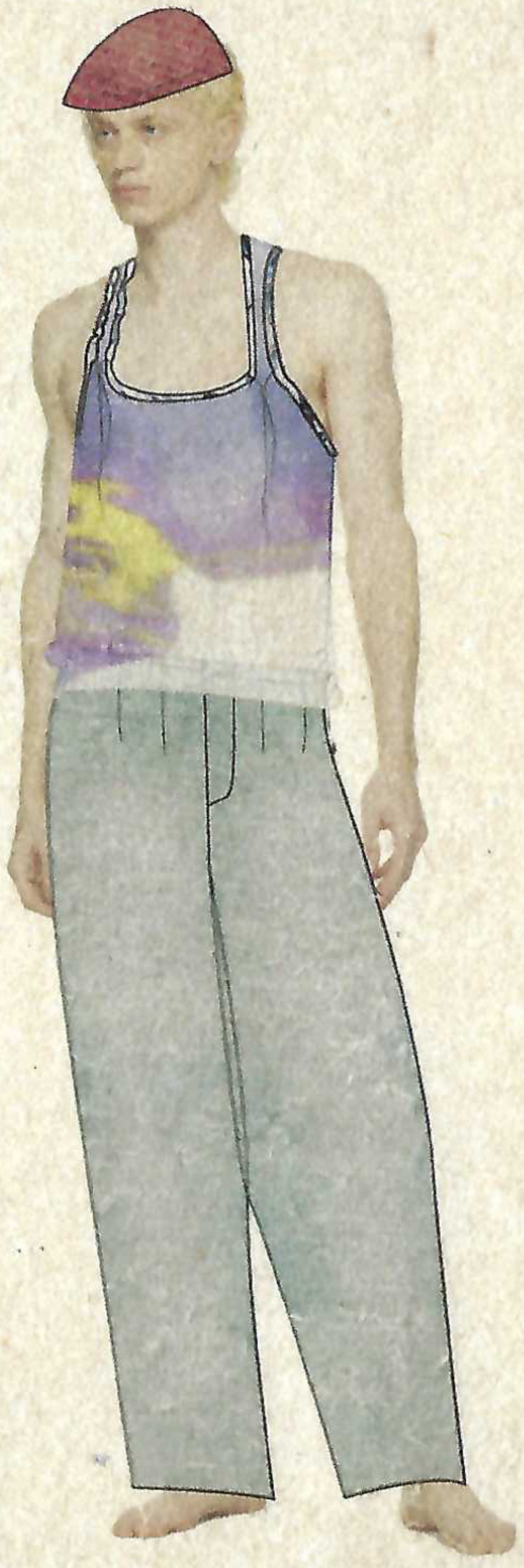


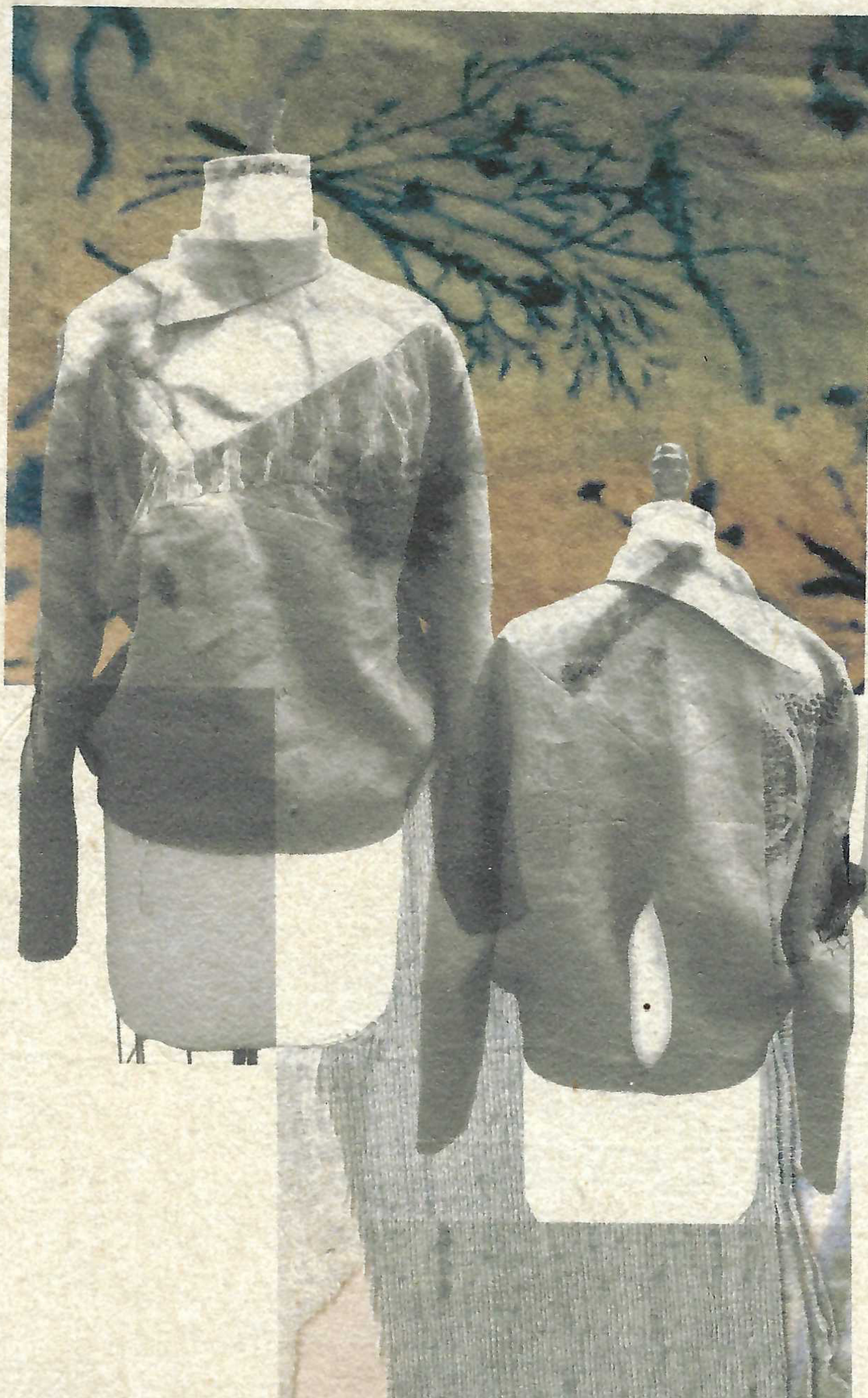


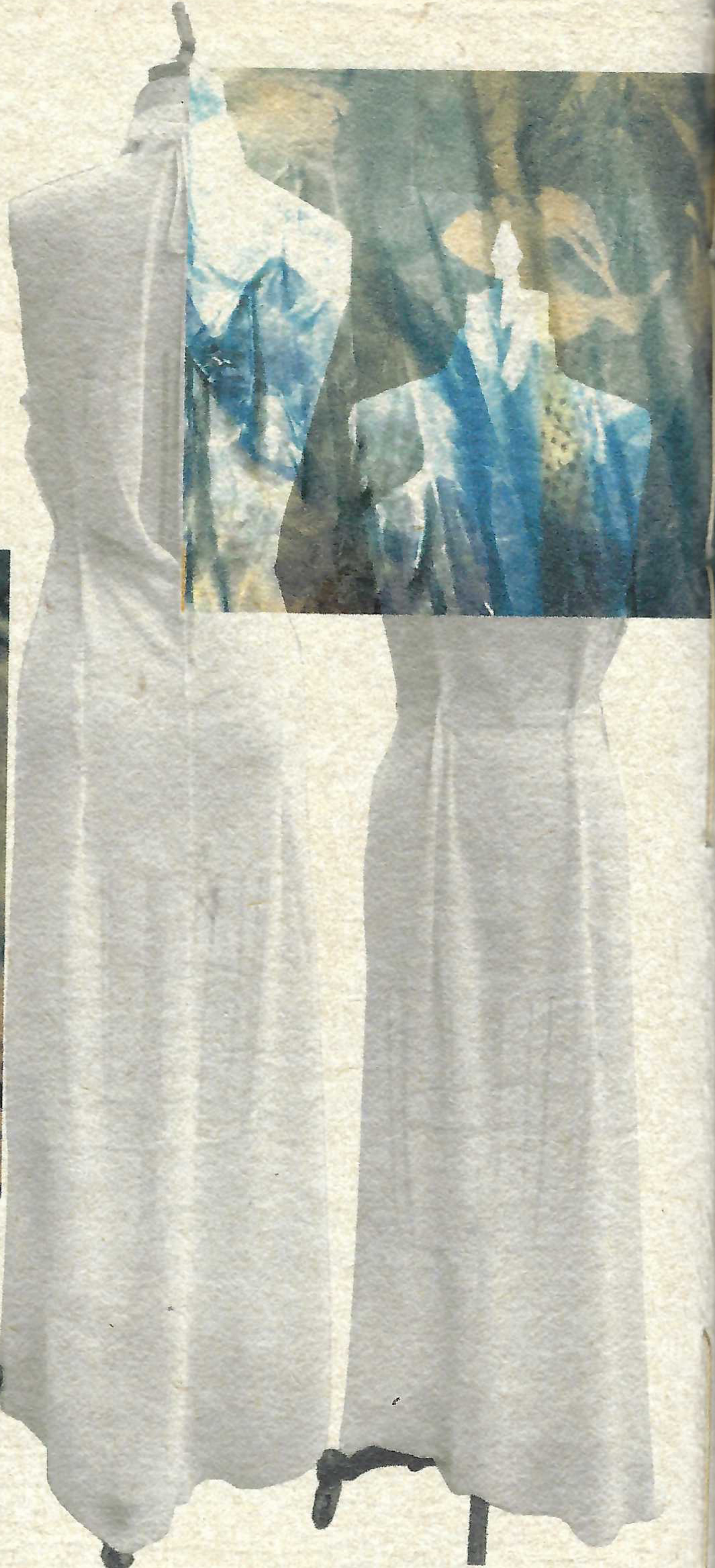


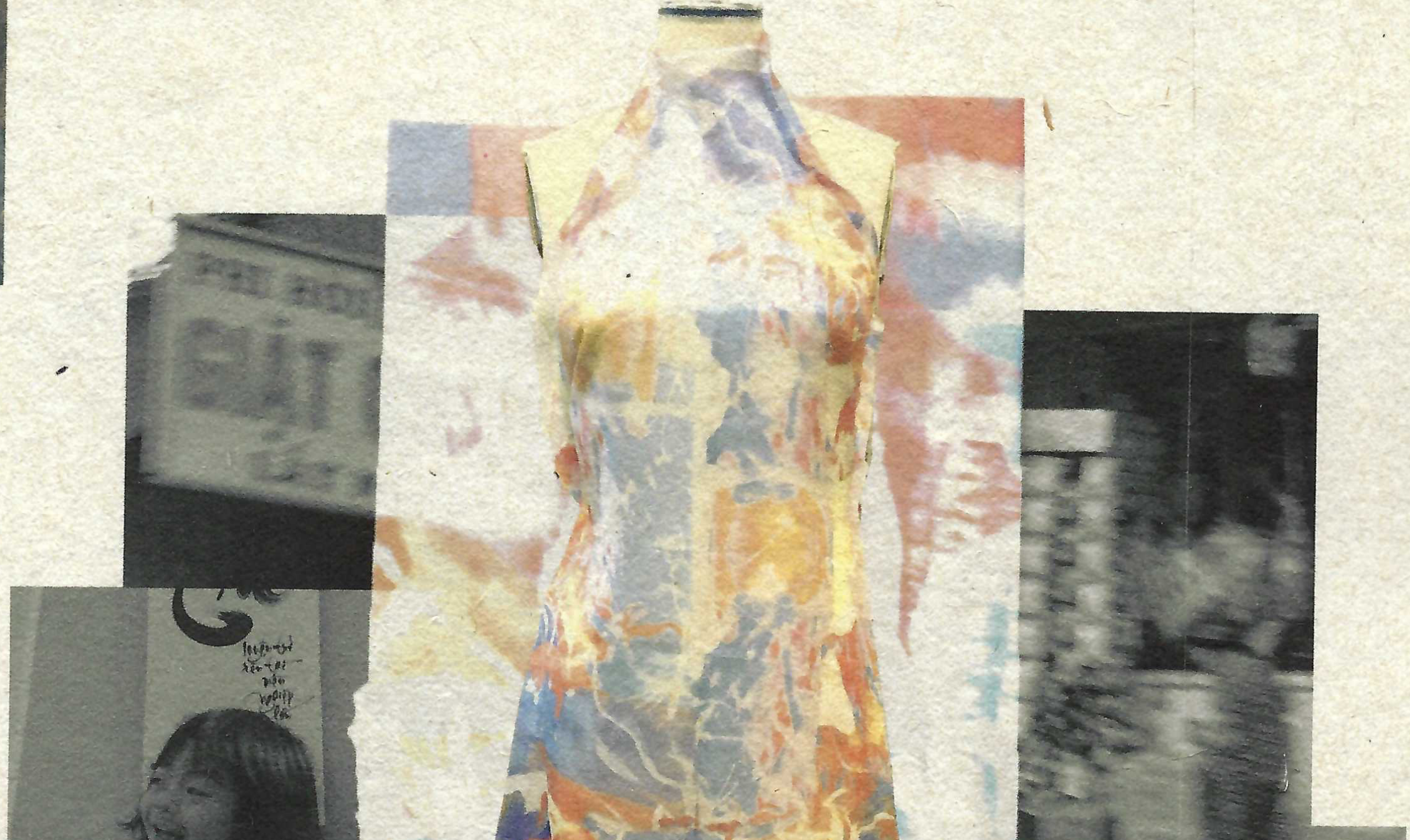


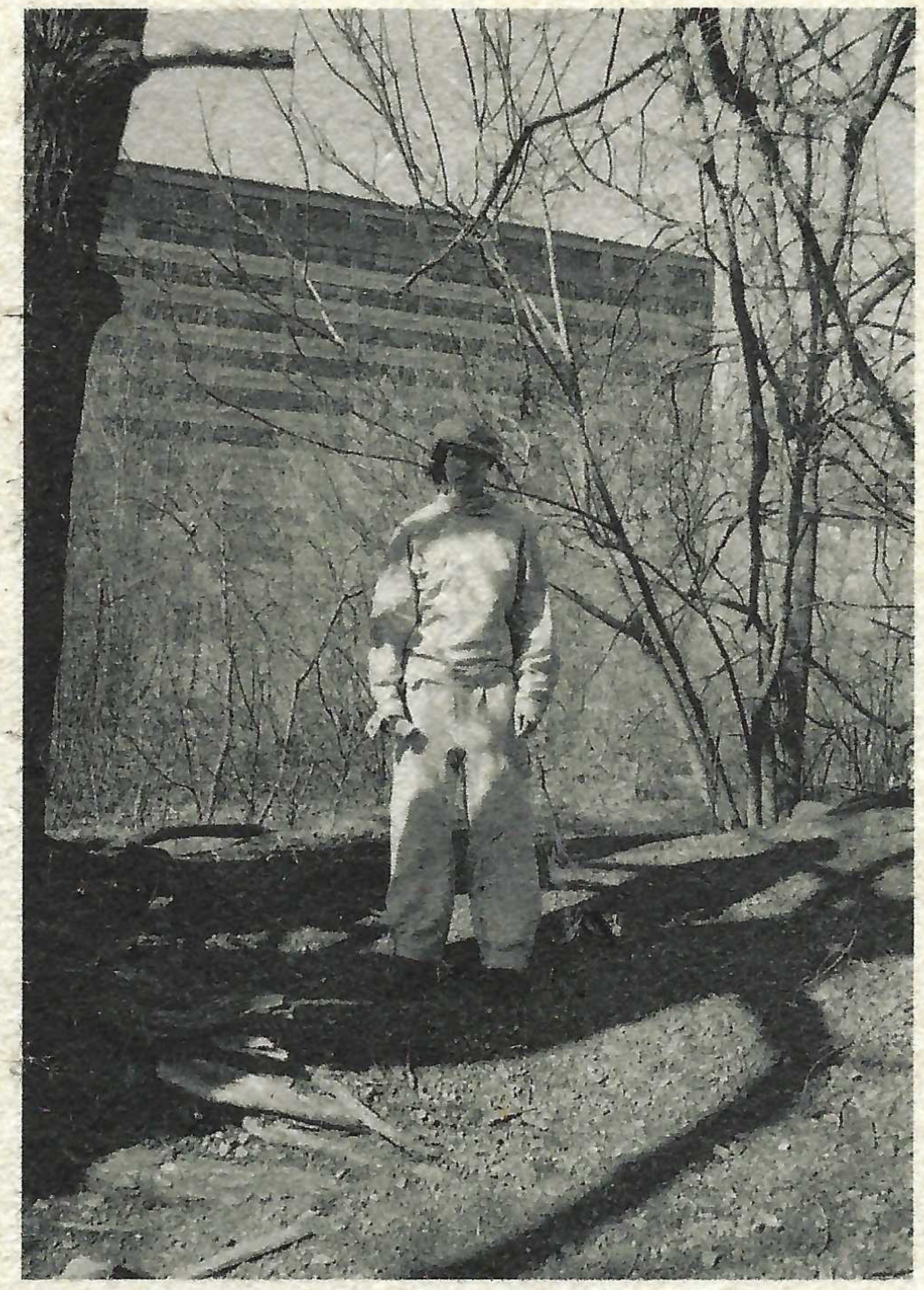


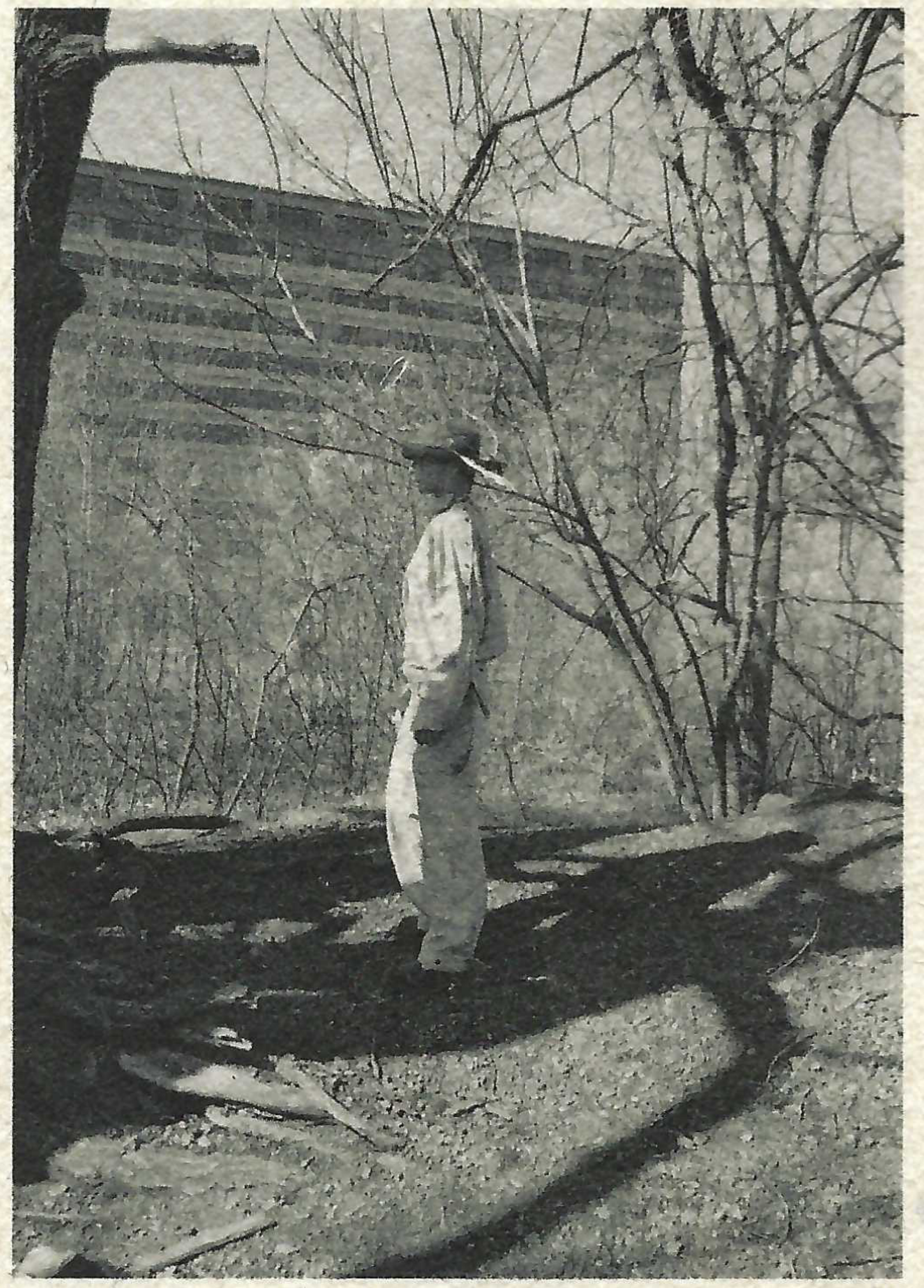












Raw silk set with cyanotype printed cotton lining with traditional vietnam-

Traditional sleeveless áo dài made with sublimation-print silk chiffon

side clasp at waist and ankles for adjustable fitting.

Credits:
Photographer: Hamza Abouelouafaa

Models: Sophie Le Phat Ho(in ao dai), Jennifer Tu-Anh Phan(in silk set)

Asisstants: Seja and Teo of @nonbinarytwins

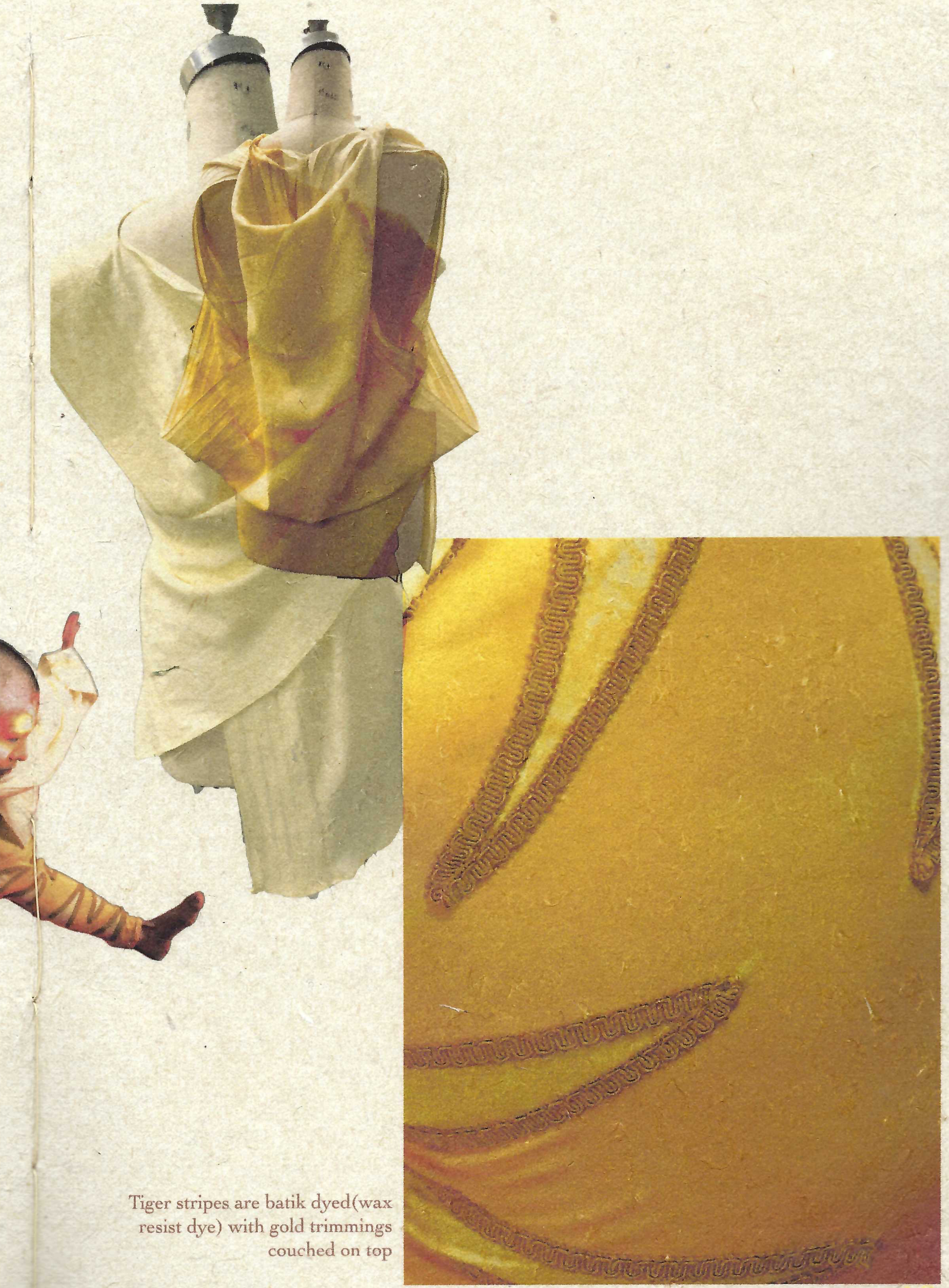
in the streets of Mile-End.

Dorval
Livraison
514-273-3111

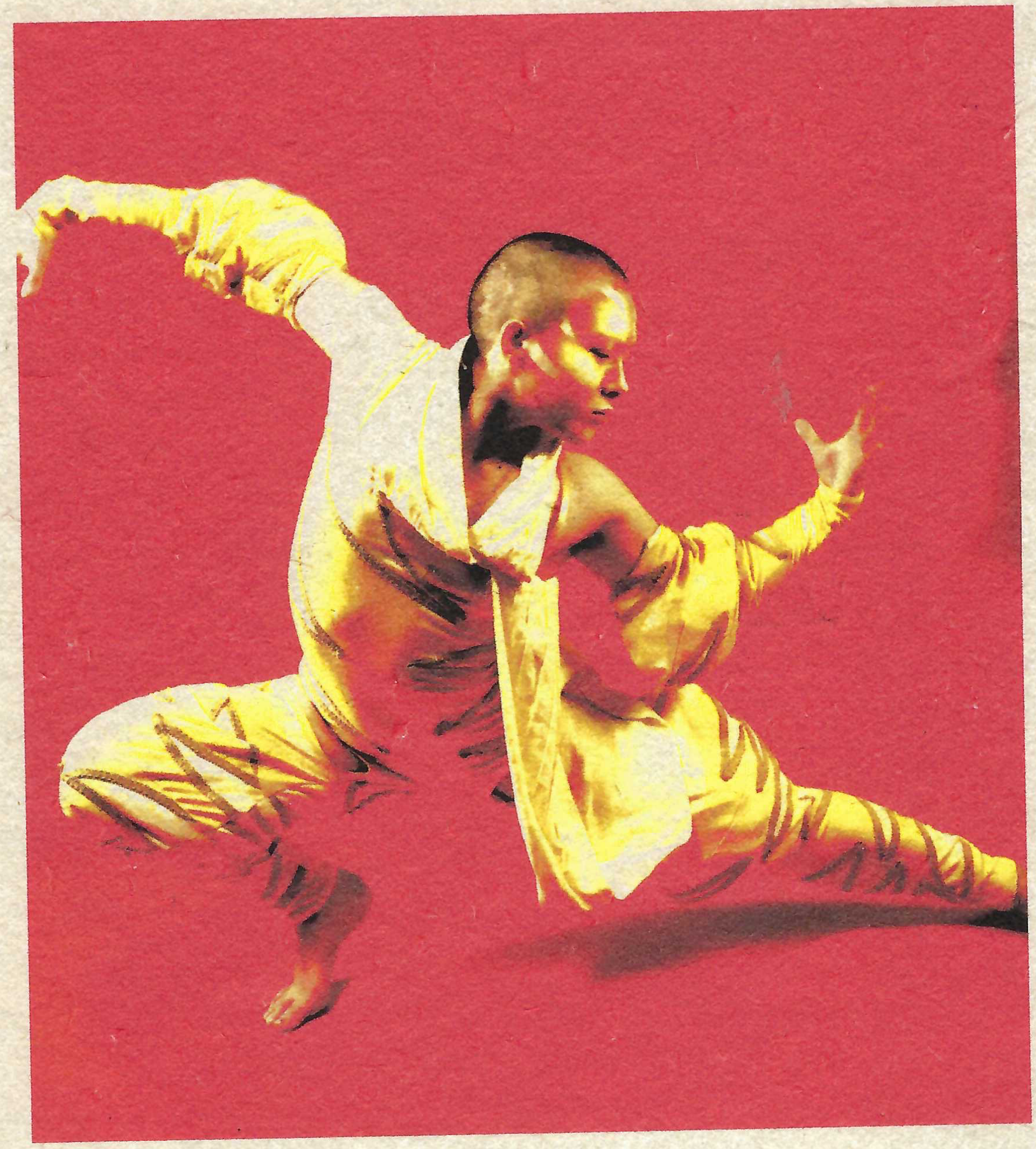
IS YOUR PET A GOD ?

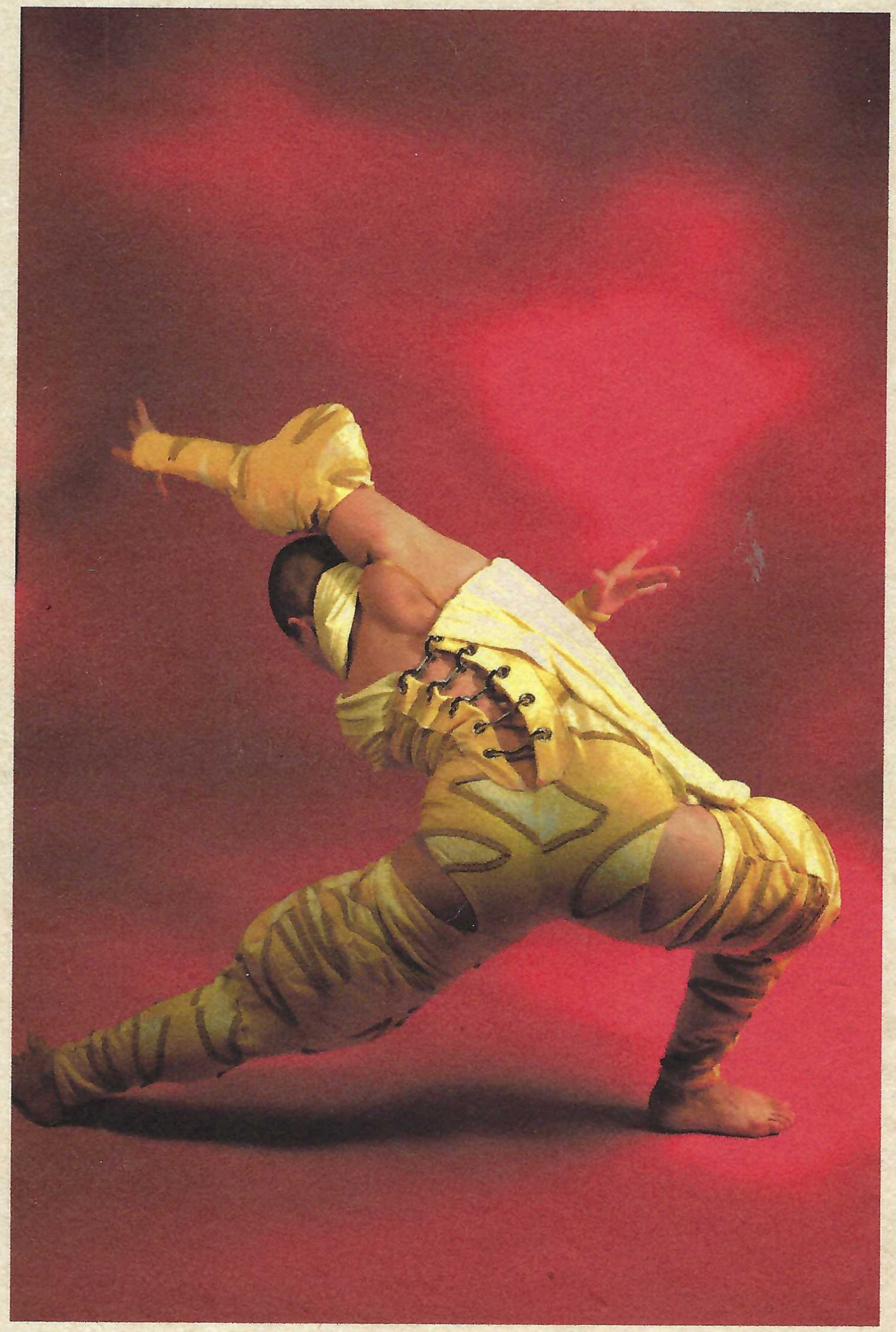
fall 2024

SUPERIOR
MODEL
FORM CO

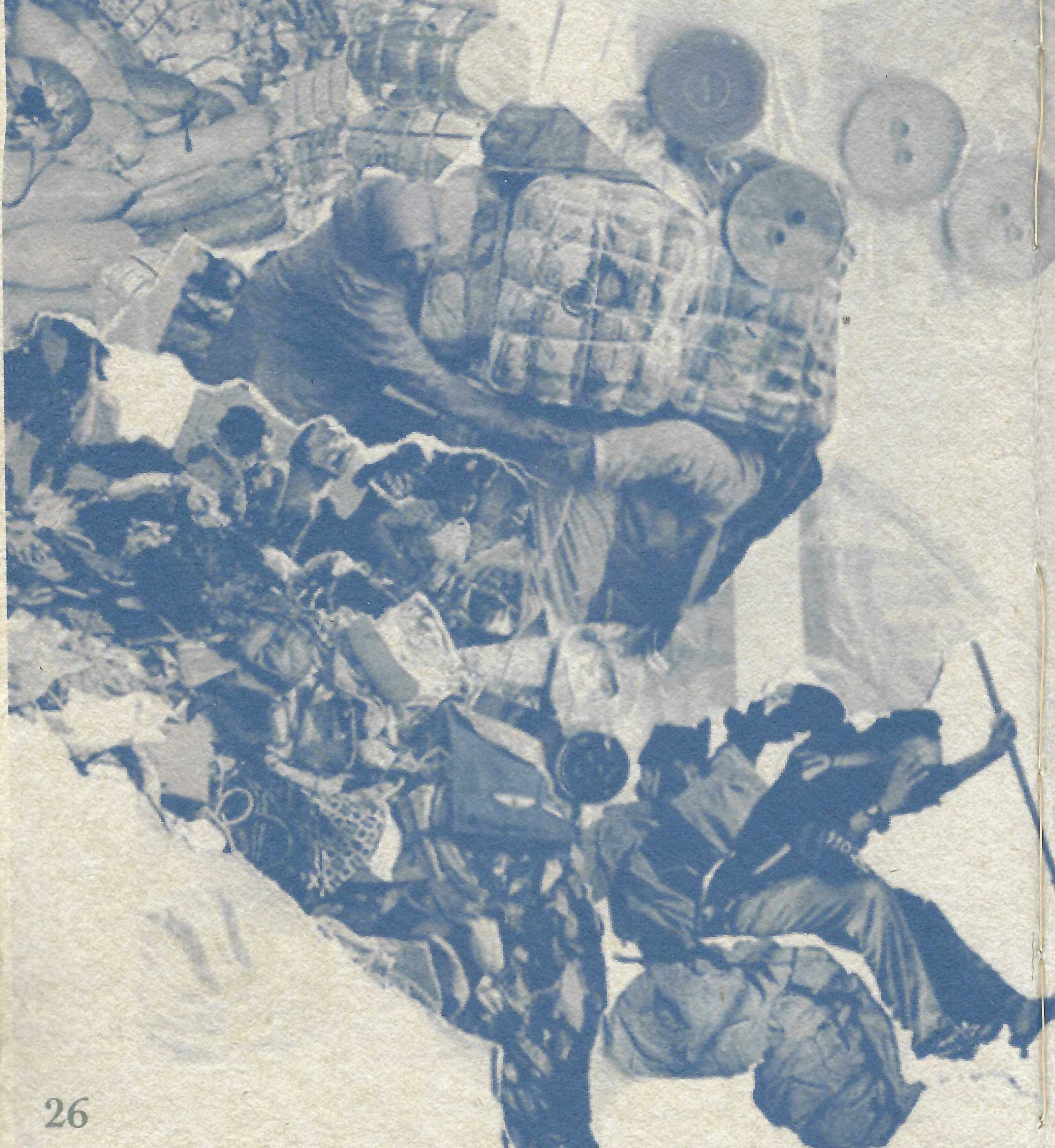


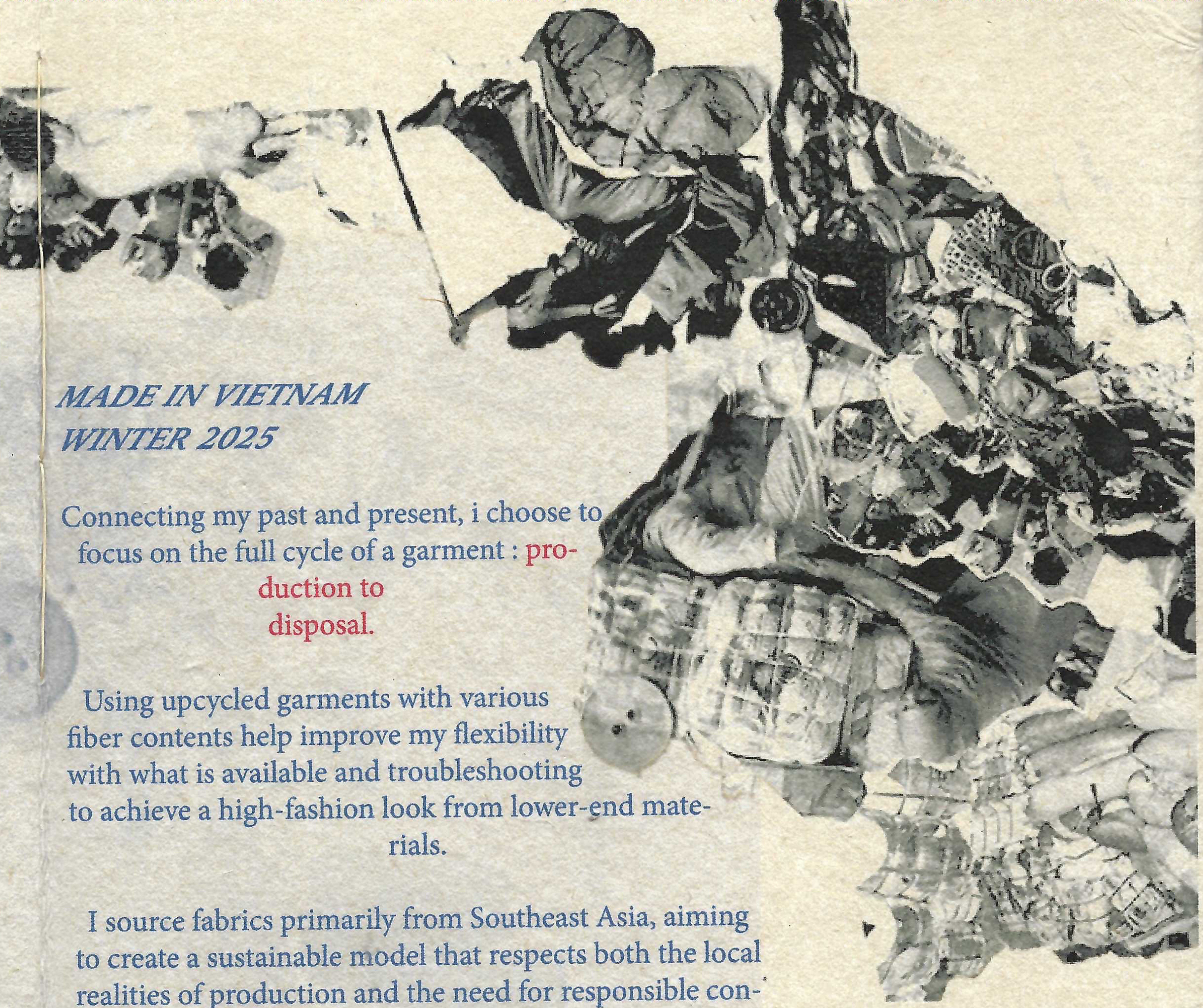
Tiger stripes are batik dyed(wax resist dye) with gold trimmings couched on top





Credits:
Photographer: Carol Rib
Model: Seja of @nonbinarytwins
MUA: Charlotte Fouquet
Set asisstant: Teo of @nonbinarytwins





MADE IN VIETNAM
WINTER 2025

Connecting my past and present, i choose to focus on the full cycle of a garment : production to disposal.

Using upcycled garments with various fiber contents help improve my flexibility with what is available and troubleshooting to achieve a high-fashion look from lower-end materials.

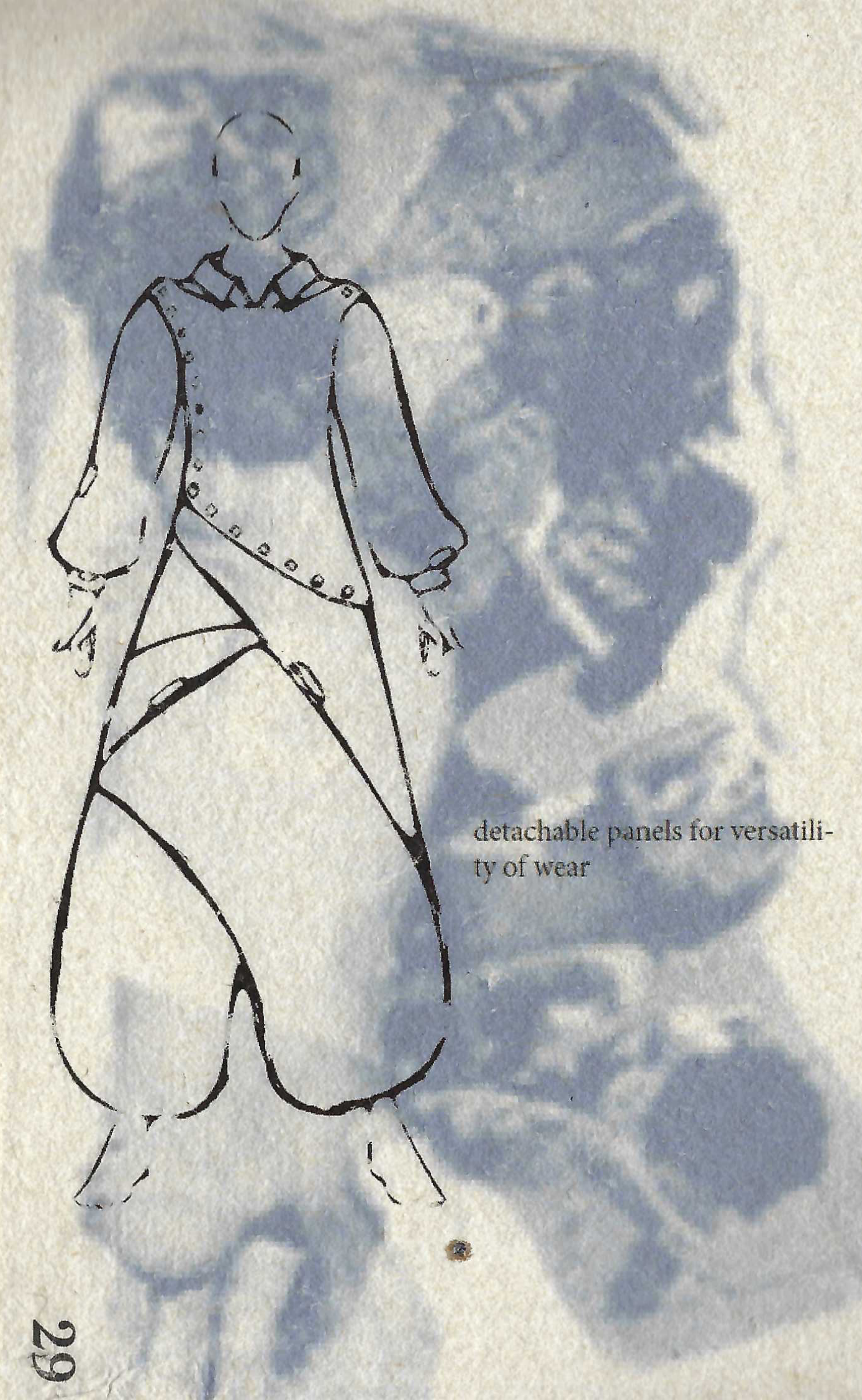
I source fabrics primarily from Southeast Asia, aiming to create a sustainable model that respects both the local realities of production and the need for responsible consumption.

What are left of us will be the
things
we forgot about

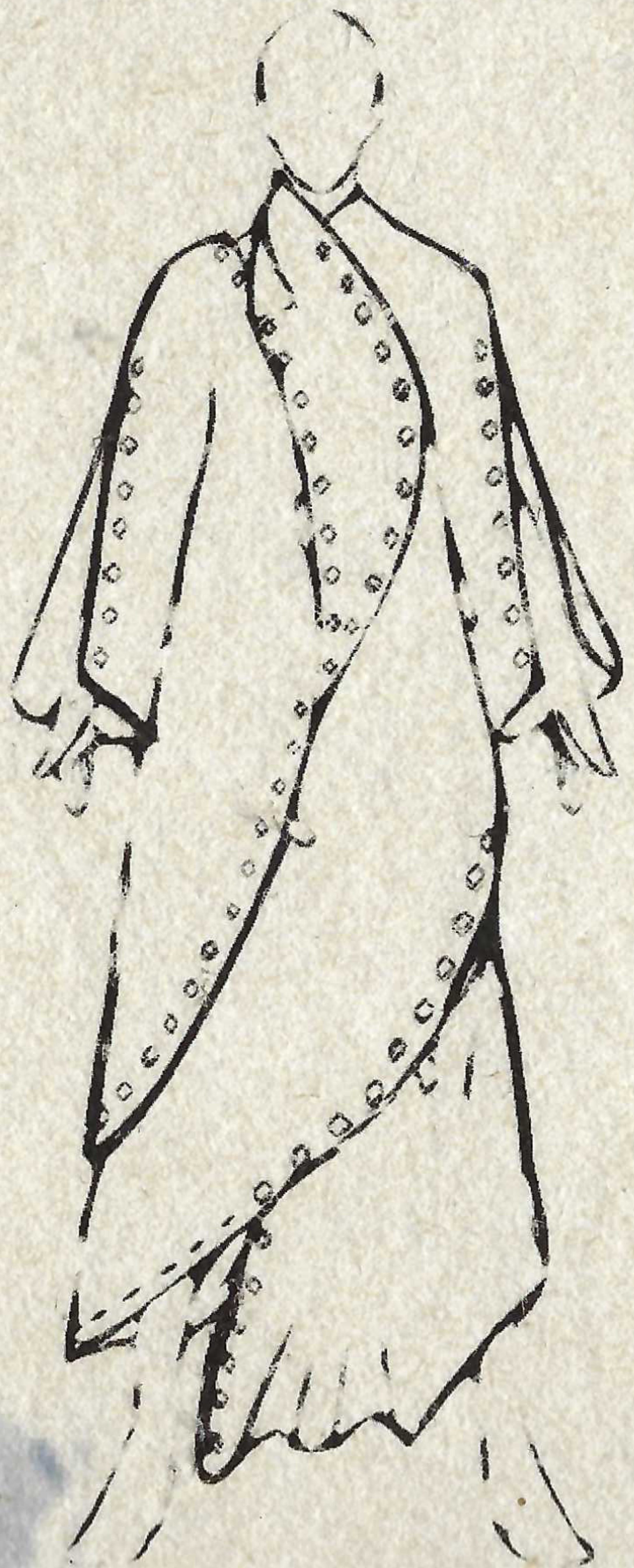
buttons to slow down
the dressing process
ideally salvaged from
used button ups

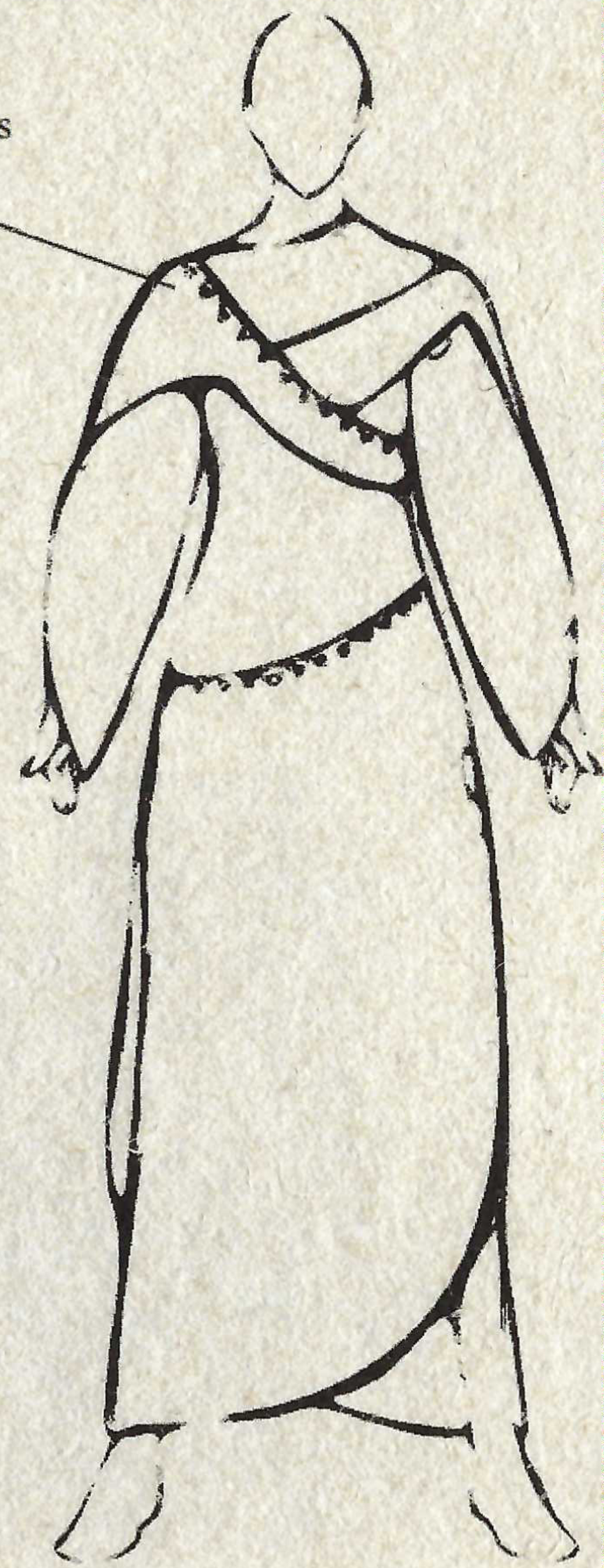
mutiple stylized
seams to incorporate
s mutiple upcyled
fabrics from used
garment

made in vietnam
tags



detachable panels for versatility of wear





buttons & loops made from scraps fabric

KEY
BLUE
ROLLER FLOUR
FEDERAL FLOUR MILLS

The environmental and social impacts of the textile and garment industries are widely acknowledged, yet the often-overlooked truth is the toll this consumer-driven industry takes on the Global South, particularly in countries where much of the production occurs. A dear friend of mine, who grew up in Ghana—the world's largest importer of used clothing—shared a powerful insight:

"It's hard to internalize the image of sustainability in Canada when, growing up, their trash was dumped in front of my house almost every day."

This stark reality is one that many in the Global North fail to see. The rising trend of sustainability often serves only the consumer in the North, ignoring the true costs borne by countries in the South. As sustainability becomes a buzzword, it's crucial to recognize that the narrative is incomplete without considering the full lifecycle of a garment—from production to disposal.

Having grown up in Vietnam, where the garment industry is central to the economy, I am acutely aware of these issues. I source fabrics primarily from Southeast Asia, aiming to create a sustainable model that respects both the local realities of production and the need for responsible consumption. My designs focus on reusing materials—giving new life to discarded fabrics, linings, and trims. This approach minimizes waste and challenges the fast-fashion model, while honors the entire lifecycle of a garment.

Through the intentional reuse of materials, I seek to foster a fashion industry that not only envisions a "greener" future for consumers but also acknowledges the untold stories of waste and exploitation in the Global South. It's a call to look beyond our immediate surroundings and understand the full impact of our choices. Only by embracing the entire lifecycle of a garment can we create a truly *sustainable* future for all.

Commitment to sustainability

First mock up was re-purposed and used as cut out design and pattern pieces for real-fake
-> Minimize paper and muslin for fit adjustment period

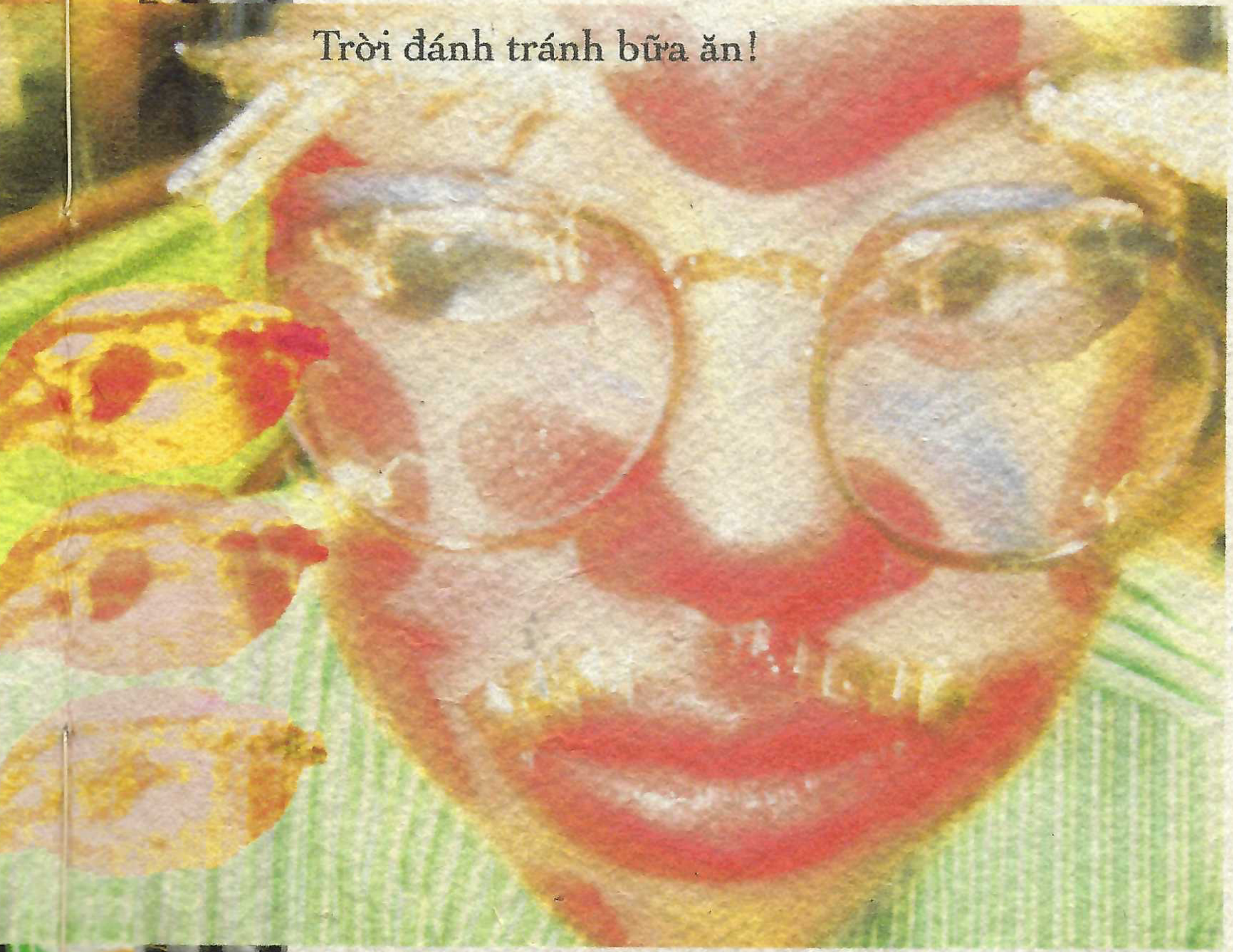
Trimmings:buttons, lining/reversible side and fusing are salvaged or are readily available
-> Not buying new materials

Denim from previously bought roll.

CHƠI ĐỒ ĂN

summer 2022

Không chơi với đồ ăn,
Ăn cơm văng tùm kum là mẹ la nha
Không kén ăn nha



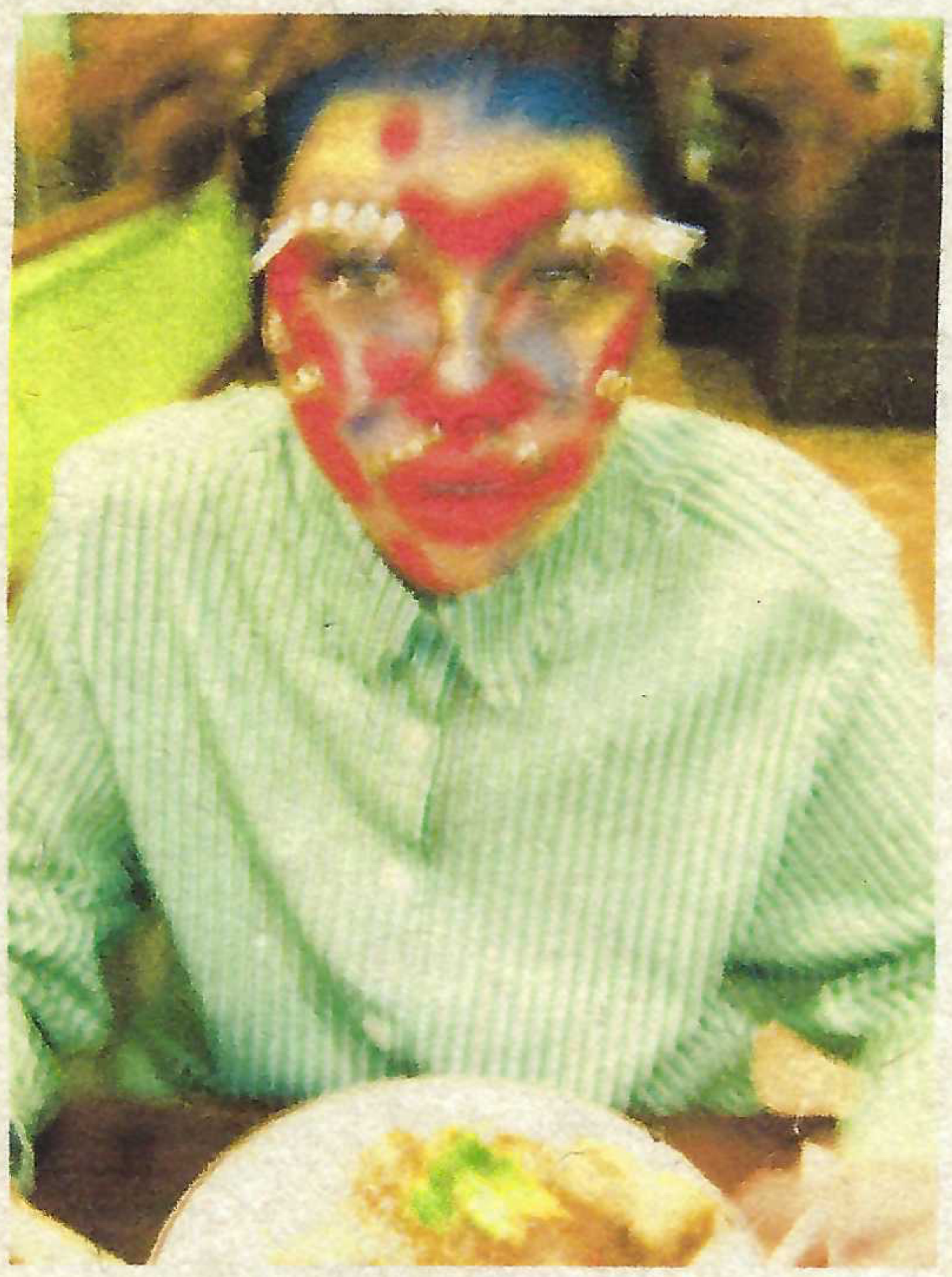
Trời đánh tránh bữa ăn!

Credits:
Creative director and photographer: Giang Hương Phạm

HMUA: Brit Phatal

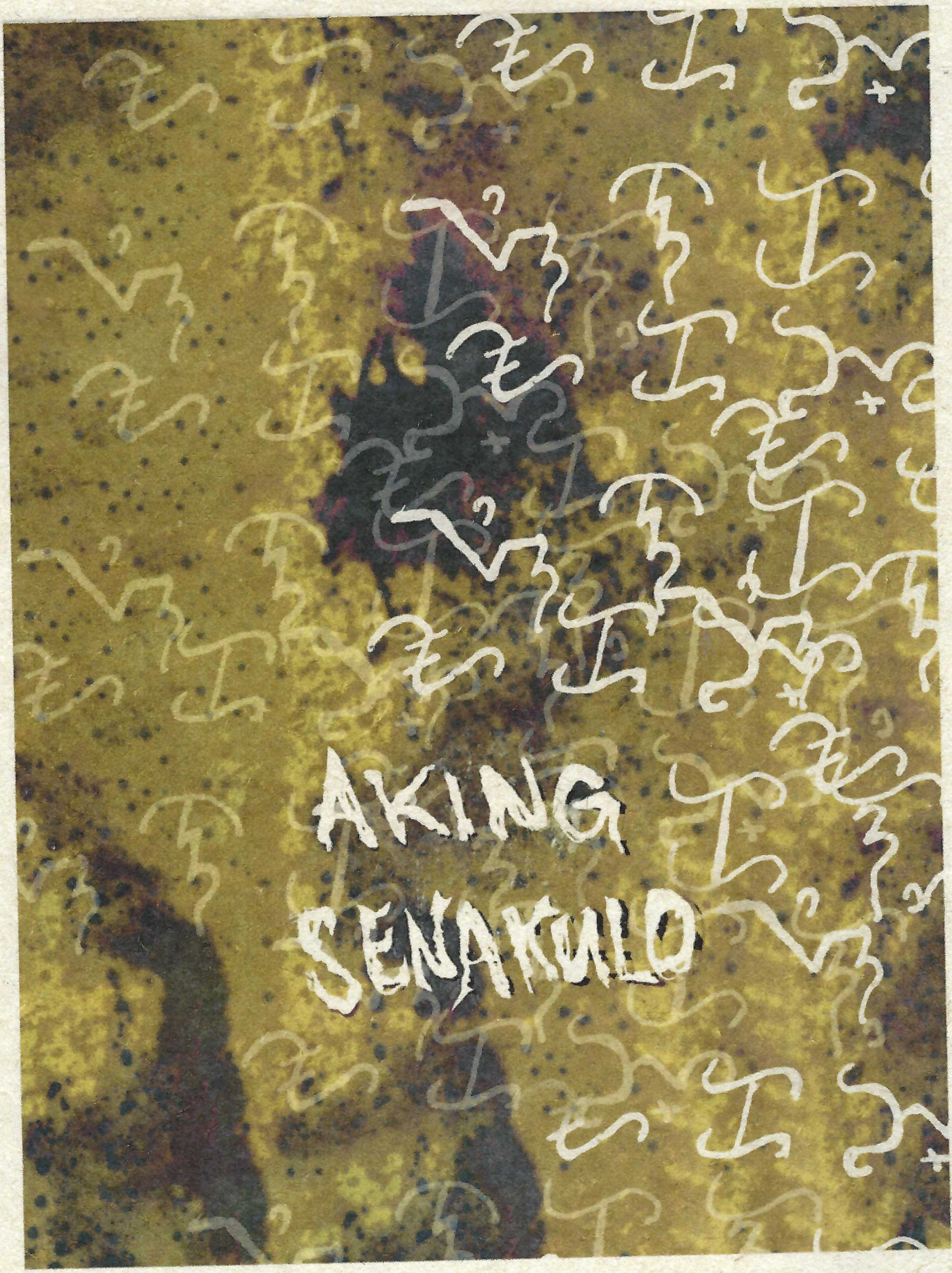
Model: Trâm Anh Nguyễn

Asisstant: Amante and Aveen



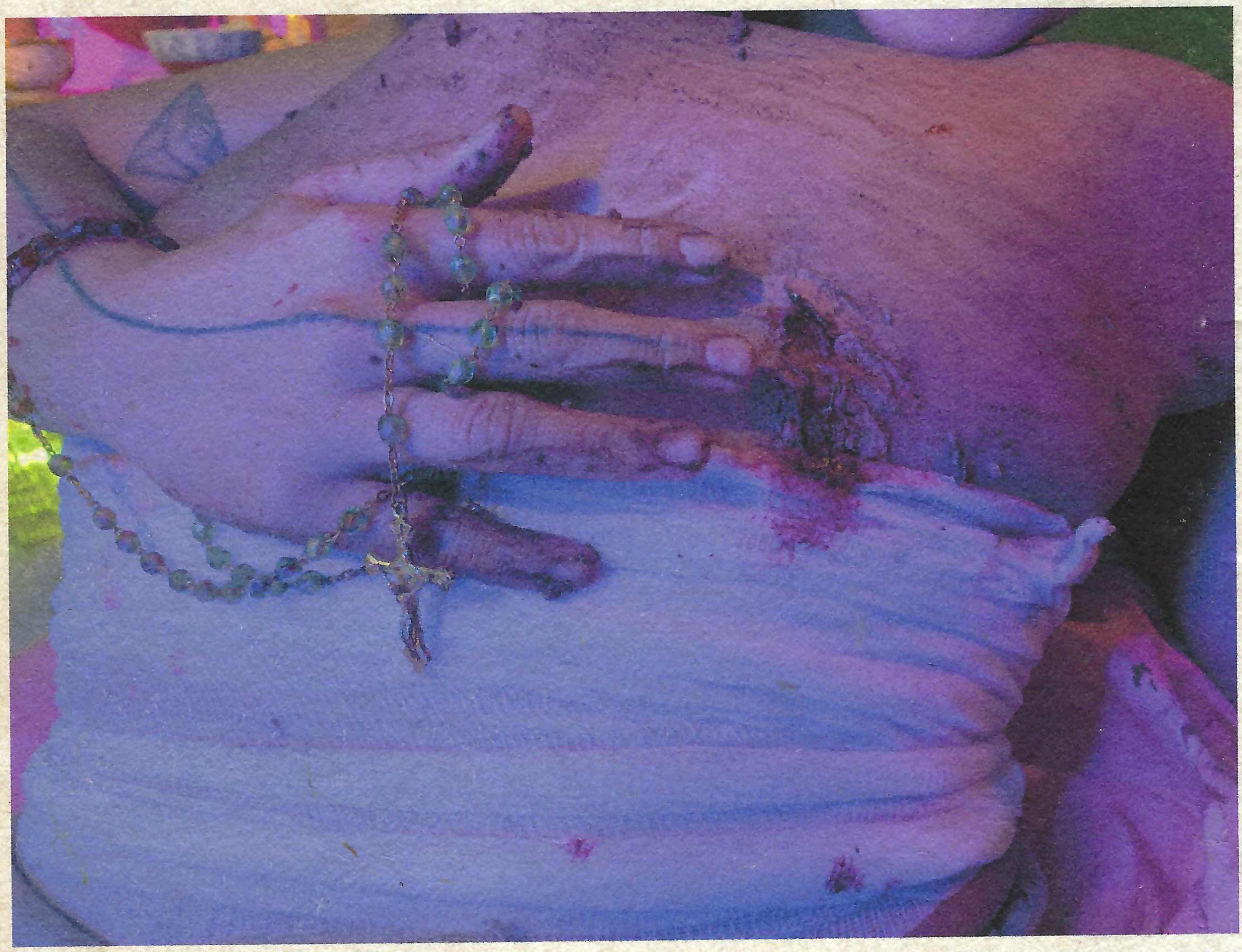
nhăm nhăm nhăm nhăm nhăm ...

by Jela Dela


AKING
SENAKULO

Costume design and SFX works

Model: KoKo
Photographer: Jela



SFX